

**THE ALMA GROUP**  
**1605 HOPE STREET, SUITE 250**  
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## **THE ALMA GROUP QUESTIONNAIRE**

*This questionnaire is meant to help you! It lists a series of questions that will help define project goals.*

Please answer each question to the best of your ability. Leave blank anything that does not apply or is unclear. When you have completed the questionnaire, return it to us and we can discuss your project in further detail. You can email the completed questionnaire to Yolande Sukal at [yolande@thealmagroup.com](mailto:yolande@thealmagroup.com)

### **I. BACKGROUND & GOALS**

#### *Company Contact*

Who will be the main contact from your company to oversee this project?  
Please list name, phone number(s) and email address.

#### *Your Company*

Please provide a brief corporate and industry description. Include contact information and a description of the group who will be working on the project.

Please briefly describe what your company does.

How long have you been in business?

How many employees do you have?

Where are you located?

Do you have a current website? If so, what is the URL?

### *The Project*

What is the mission statement or summary of your project?

What are the basic goals of this project? (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication, etc.)

Do you need a website?

Do you need a logo/brand developed?

What are your schedule requirements?

What is the budget for this project? Is there an acceptable budget range or a “not to exceed” figure based on the level of services? Please explain.

In its entirety, the project will consist of approximately how many items?

## II. AUDIENCE, CONTENT, AND FUNCTIONALITY

### *Audience*

Do you have a clear understanding of your target market? Age groups & demographics? How do you want your brand perceived?

## III. COMPETITIVE ANALYSIS

Find the three highest quality companies (websites) that relate to your project and copy their URL's/domain names so we can look them up.

Companies you like in regards to design:

Your competitors' sites:

*Did we miss something? Feel free to let us know.*

**GREAT! YOU MADE IT! WE LOVE  
HEARING ALL ABOUT YOUR COMPANY**

Please save this document with your responses and e-mail it to [info@thealmagroup.com](mailto:info@thealmagroup.com). Thanks!